

POWER UP #569 - CLIENT MASTERY AIKIDO INTRO

WHAT-

- Think of your client as if he was your only client for life
- There's ALWAYS something you can do to grow their business
- Maximize your LTV by skyrocketing your relationship with your client
- The longer you work with a client, the better you get to know their target market, the better you get to know their situation, the better trust you have with them, the more money you will make
- Any client is worth six figures a year
- If you've gotten them decent results
 - ❌ "Okay, time for my next client"
 - ✅ "Okay what do they need next?"
- Maybe negotiate a partnership, etc.
- Even if your client is a local service business, maximize their revenue before you bounce
- Some clients have a low "stress threshold"/get comfortable soon
- Maybe you might need to leave your client because others are willing to pay you 10x
- ❌ Chasing some magical future client that doesn't exist
- That way \$300 on the first project, close them on a deal for 5k, revenue share deal to launch a new project to earn 25k over the next 3 months
- You very quickly level up inside of their organization and their brand, and you become a partner, someone who makes a TON of money
- **Expectation Management**
 - ❌ Do not actively manage their expectations (i.e. you don't set up regular cadence of communication moving forward, you don't help them understand what the research the draft and the revision process is going to be like)
 - As a copywriter, you need to be thinking 2 or 3 moves ahead
 - "What's going to happen next? AND how can I prep their expectations so that they're never extremely annoyed if something goes terribly wrong or different? What might their expectations be? How can I deliberately set their expectations so that I can come in and at least meet their expectations or superseded their expectations?" → under promise, overdeliver
 - ❌ Listen I'm such a good copywriter, I'm going to send this sales page to your audience and it's going to 10x your revenue
 - ❌ Listen my goal is to get you 10x conversions, but I will not stop iterating and improving on this until you get results
 - Make sure they don't freak out when something doesn't end up working
- **Create a regular communication cadence (make sure you're having regular communications with your clients)**
 - Stand up meeting
 - Weekly reports/updates/getting their feedback

- Schedule a time on their calendar to talk with them
- You should never end a call with your client without scheduling the next call on their calendar
- Eventually you'll have a lot faster communication the longer you've worked with somebody
- Set the communication cadence from day 1
- Calls are better than doing everything via text/email
- Having regular face to face Zoom calls to review/catch up on the project/get stuff carried out is extremely important
- **You need to fulfill more for them than just making them money.**
 - You HAVE to make your clients money. Foundational. Non-negotiable, must happen.
 - Help them be the hero and WIN.
 - Help them either spread a cause, improve the world in some way/leave an impact in some, help people at a higher level, become the king in their industry (every client has something they're a little more interested in → Depends on their personality)
 - Money has to happen but they have bigger desire beyond that
 - Want to be part of a bigger movement
 - Help a bunch of individual people (lots of people are very charitable or it's an important factor for them)
 - Some people just want to win, defeat the competition
 - Find out what your client is OBSESSED with and do everything you can to help them achieve that desire by interacting with you and by doing the projects that you do
 - You need to be the supporting character that makes them feel like the hero
 - To get or provide more value to your clients, try adding those deeper human emotions
 - You can't do this at a high level on day one
 - If you're on day 32 in the client relationship, you can definitely start mixing in those higher level desire, increasing their loyalty in you, increase the amount of money they're willing to pay you, increase their likelihood to accept the next project to help them become a multi billion dollar company in the industry you're working in
- **Everything you do with your clients (every communication, everytime a project goes wrong, every time a project goes right, every time you catch up with them on a Zoom call, every time they follow up with you on social media and sees your post)... everything you do is a sale**
 - Opportunity to increase your perceived value and/or provide value to them
 - Improve your status, improve their status, and increase their success
 - Everything you do either adds to their belief that you're a capable person whose going to take them to this big dream outcome or it will subtract from it
 - There's nothing neutral in the client communication relationship

- When something goes wrong, how you react to it, the way you take ownership and move forward. The way you correctly identify things and keep your cool when things go crazy. The questions you ask. The way that you show up. Your Zoom background. The way your hair is done... everything is a sale. It's a lever you can pull
- Painstakingly and meticulously analyze the details and shift them ever so slightly and ask yourself "what can I do here that will manage the expectation so that they will I can meet it or succeed it no matter what happens?" → Ask these questions on all the tiny details (which profile picture is going to inspire the most trust and familiarity with my client?)
- Ask yourself these types of questions because everything that you do will lead to you becoming either having a life long client relationship, a golden goose who continues to lay golden eggs for the rest of your life... or if you have a short term make a couple bucks and then be out cold in the wind and looking for another client again because you failed to manage the relationships
- Client aikido is extremely important

WHY-

- **Create a regular communication cadence**
 - If you actually plan the next time you're going to talk with them, you are less likely to have these giant long time periods where they're slow and you're sitting there waiting for them to do something
 - If I want my projects to go fast, deliver great results for them, keep managing their expectations, etc. if you have regular investment of time, regular cadence of communication with your client

EXAMPLE-

- **Mindset going into a client relationship**
 - "I am going to be working with this person for life." "Let's imagine I could never get another client again in my life and I had to get rich using this client, what would I do?" "There's always more work to do"
- **Questions to ask yourself after you finished that first project**
 - "Are they a multi-billion dollar company yet yes or no?"
 - "Is there something they could still do to grow their business and to increase their revenue?"
- **How to pitch the next project (if you've gotten them decent results)**
 - "Okay, now that we've done x, here are the next things we can do to grow your business. Which one do you think would be valuable for you to do right now?"
- **Expectation Management**
 - Okay I'm going to write some emails for you
 - Send it off
 - First time working with their brand
 - Writing for a 32-year old woman

- You're some 17-year-old kid
- They read it
- Content is pretty good
- Tone is different
- They say "You know what, this isn't a good fit, goodbye" and they leave you
- So you don't get to continue working with that client or do that next project
- You kind of fumbled their expectation

- "Chances are that first draft I send over is not going to sound right. This is the phase we're getting to know each other I'm getting to know your brand, you're specific voice, I'm going to do what I can to listen to some videos, but I'm going to need your help on that first draft to help me get in sync. And usually it takes me 1 or 2 little revisions and then I can completely mirror imitate your voice. But just so you know that's what's probably the first draft's going to happen. So don't get surprised when you open it up and you're like "Dude, this guy doesn't sound like me". Give me a day or two to match up to get some feedback from you and I'll be able to match your voice."

- **How to create a regular communication cadence (as soon as at the end of your onboarding call)**
 - "Okay I'm going to work on the draft lets have a call on [insert date]"
 - Listen Im going to take 4 days im going to create the first daft of this sales page so lets do okay thursday's busy for you okay let's set up a call friday 5 PM. Okay lets set a call Friday 3 PM. Lets sit there Im going to have the version for you lets review it live I find that its faster on the first one so we can get it up and running so we can get your money coming in as quickly as possible when you test this thing live. its faster for us to review it that way we dont lose anything in translation via text. So Friday at 3PM, okay I've sent you the calendar invite via Google awesome, I'll see you then, have a nice day.
- **You need to fulfill more for them than just making them money.**
 - You launch a project with them and you help them make 3.2 million bucks in a month and a half
 - They're going to be ecstatic because they made the money
 - But they're very mission driven (helping mental health or whatever)
 - "Hey dude this is amazing, we launched a big project, this just goes to show how much of an impact you're having. This is literally going to save people's lives."

HOW-

- Identify all the conversations I had with my clients (garden work and copywriting), find at least 1 way to possibly achieve the objective of each conversation more effectively → End of day, take 10 mins

General notes:

- Analyze how you could've done things better/differently in everything → record calls, review client texts/emails, etc. → Do this during my systems check
- Be happy that you know what needs to be done → "Excellent. So we know what needs to be done :)"
- Andrew will give you the details to make it easier to apply the lessons he shares. But it's up to you to use your brain to figure it out and apply it. You can progress much faster if you put in more effort vs. waiting for Andrew to specifically super tactically walk you through each step.